

ABSTRACT OF THE DISCLOSURE

An image display device of the present invention is provided with a liquid crystal display panel for displaying an image in accordance with an input of a chrominance signal, a sensor for sensing light characteristics of external light, and a chrominance signal converter for converting a chrominance signal to be inputted into an image display section in accordance with an output of the sensor. The chrominance signal converter includes a target display color setting section for setting a color to display as an image agreeable with chromatic adaptation characteristics of human, according to the output of the sensor, and a color reproduction section for reproducing a target color set by the target display color setting section, by using three primary color with chromaticities suitable for the output of the sensor. The target display color setting section converts the chrominance signal into a chrominance signal of the target display color reproduced by the color reproduction section. Provided is an image with color tone, in which no change is sensed by a user, even if external light condition, that is the light characteristics of the external light.